

River Art Museum Inc.

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Disappearing Artists

America's cultural heritage is disappearing into the landfill. Senior artists at the end of their lives leave art to family members who are often not equipped to preserve it.

Falling Through the Cracks

Why are some outstanding artists neglected by the gallery and museum financial system?

There is a narrow focus on quick profit for professional art sales. The art market promotes signature style and easy branding for advertising. Artistic freedom is seen as an obstacle to branding.

As a group, artists are often ill equipped for public/business relations. The emphasis of self-promoted artists as an alternative to gallery representation is sometimes like asking a dyslexic to win a spelling contest.

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100 Year Artists' Legacy

We believe that there are important artists who are overlooked by the financial/art world institutions and that these artists should have their body of work preserved for 100 years so that future generations, unencumbered by political and monetary agendas, may decide what is important to our cultural heritage.

Vincent van Gogh Example:

"Vincent Willem van Gogh was a Dutch Post-Impressionist painter who is among the most famous and influential figures in the history of Western art." from Wikipedia.

Theo van Gogh was Vincent's brother. Theo's unflinching financial and emotional support allowed his brother to devote himself entirely to painting. Johanna Bonger van Gogh, wife to Theo van Gogh, respected her husband's belief in Vincent. After Theo's death she protected and promoted Vincent's body of work. We are enjoying the benefit of a cultural history which includes the art of van Gogh because of Theo and Johanna's legacy preservation program.

We believe that just as Vincent, there are important artists who are overlooked. Our national heritage should reflect the reality of creative achievements rather than the most promoted. It is well documented that the art market is the most "opaque" (shrouded in secrecy). 100 years may give our future generations the opportunity to choose.



Johanna Bonger van Gogh

"Following Theo's death in January 1891, Johanna was left a widow with her infant son to support. She was left with only an apartment in Paris filled with a few items of furniture and about 200 then valueless works of her brother-in-law Vincent. Although advised to dispose of the pictures, she instead moved back to the Netherlands, opened a boarding house in Bussum, a village 25 km from Amsterdam, and began to re-establish her artistic contacts." from Wikipedia

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You can make a difference!

Advocate



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100 Years Legacy

American Art

For Future Generations